GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

PR&RD – YSR Cheyutha Scheme under Navaratnalu welfare programmes – Implementation of YSR Cheyutha Scheme - Implementation modalities, Roles and Responsibilities of Stakeholder Departments, Welfare Corporations, Banks, etc. – Orders – Issued.

PANCHAYAT RAJ & RURAL DEVELOPMENT (RD.I) DEPARTMENT

G.O.RT.No. 488 **Dated: 21-08-2020.**

Read the following:-

1. GO MS No. 636 PR&RD Department (RD-I) dt.12.06.2020
2. Memo No. 1168432/RD I/A1/2020 dt.21.06.2020
3. Memo No. 1168432/RD I/A1/2020 dt.27.07.2020
4. GO MS No. 648 PR&RD Department (RD-I) dt.11.08.2020
5. From the CEO, SERP, A.P.SERP/5/2020-APM-LIVELIHOODS-SERP, received on20-8-2020.

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The Government of Andhra Pradesh has launched "YSR Cheyutha" scheme as part of "Navaratnalu" welfare programmes in the State. Under the Scheme the financial assistance of Rs. 75000/- will be provided over a period of 4 years, to women beneficiaries between the age group of 45-60 years.

2. In the reference 5th read above, the CEO, SERP, A.P. has informed that the Govt., has already entered into partnerships with multinational companies such as Amul, Hindustan Unilever Ltd, ITC Ltd, Procter & Gamble, Reliance Retail, Reliance JioInfocomm Ltd and Allana Group to support the identified beneficiaries across dairy, retail business and food processing sectors. The partners will, inter alia, support the beneficiaries by assisting dairy farmers in cattle rearing, milk procurement and health services, establishment of kirana enterprises and buy-back agreements for fruits, vegetables, other food products etc. He has further stated that during the launch of the program by the Hon'ble, Chief Minister, the first tranche of Rs. 4,172.50 crores of YSR Cheyutha financial support was transferred to 22.28 lakhsbeneficiaries.

3. He has also stated that the SERP/MEPMA is the nodal agency for the implementation of the scheme and the process of beneficiary identification against the partners onboarded has been initiated. As on 20.08.2020, a total of 17,88,366 beneficiaries have submitted their 'beneficiary livelihood optionforms'. The number of beneficiaries enrolled under the scheme is expected to increase further in the comingdays.

4. In this regard the CEO, SERP has stated that as the implementation of the scheme requires the coordination and support of multiple stakeholders, i.e. Govt. Departments, Welfare Corporations, Bankers and others, to deliberate on the modalities a Ministerial level meeting was convened on 18/08/2020 which was attended bythe Hon'ble Ministers of 4 Departments & Special ChiefSecretaries/Secretaries of departments concerned, MDs of Various Corporations and representatives from partner companies. In this meeting detailed discussions and deliberations on the scheme roll-out and assigning of tasks to every stakeholder involved wasdone.

5. The CEO, SERP has stated that the implementation of scheme with regard to the retail domain will be overseen by SERP/MEPMA and the sector wise beneficiaries identified will be shared by SERP/MEPMA to the concerned Departments/Corporations. Further necessary action in those sectors will be taken by concerned Departments and Welfare Corporations. CEO, SERP has also furnished proposals for the draft guidelines for implementation of YSR Cheyutha Scheme, duly indicating the time lines, constitution of committees and roles & responsibilities of Stakeholder Departments, Welfare Corporations, Banks,etc.

[P.T.O]

6. Accordingly, after careful consideration, Government hereby approve the following guidelines indicating the time lines, constitution of the Committees and roles & responsibilities of Stakeholder Departments, Welfare Corporations and Banks etc., for implementation of YSR Cheyutha:-

- **SERP/MEPMA:**

SERP/MEPMA will act as the lead anchors in the implementation of the scheme. The primary responsibility of SERP/MEPMA will be identification of beneficiaries, facilitating tie-ups with companies and liaisoning with bankers for additional financial support to interested beneficiaries. SERP/MEPMA shall also support the scheme through creation of necessary ICT platforms and will act as the nodal point for grievance redressal.

SERP/MEMPA will liaison with Banks &Streenidhi to support the beneficiaries in leveraging additional financial assistance. The financial support will adopt either of the two modes of lending: (i) extending overdraft facility (ii) extending collateral free loan uptoRs. 1.6 lakhs as per RBI loans. Further, SERP/MEPMA will liaison with banks towards reinforcing and strengthening their relationships with SHGs through bank linkages and through Streenidhi another collateral free loan uptoRs. 1 lakh to SHG women who have not availed any loan sofar.

- **SC/ST/BC/Minority Corporations:**

The SC, ST, BC, Minority Corporations will be nodal agency for implementation of this scheme for those beneficiaries who are not tied up to SERP/MEPMA or any other line Department for implementation of the Scheme. The Corporations shall play key role in the identification and nurturing of such selected beneficiaries in accordance with the Scheme objectives. The Corporations shall act as the lead agency for grounding of income generating schemes as per the choice of such beneficiaries. The Corporations shall place efforts to promote entrepreneurship among the beneficiaries by mapping them with the relevant activities.

The Corporations shall work out scheme specific detailed road map, assign roles and responsibilities to the concerned officers and formulate detailed implementation guidelines along with timelines.

- **HorticultureDepartment:**

The Horticulture Department will be nodal for implementation of all kinds of activities related to Fruits, Vegetables and other such produce. The primary role of Horticulture Department will also include identification of land and integrating farmers for aggregation of fruits, vegetables and other horticultural products and facilitate marketing through ITC Limited, Reliance Retail and other relevant partners that may be onboarded later.

The horticulture department shall work out detailed road map for implementing the scheme pertaining to fruits & vegetables and other horticultural products aggregation and marketing and assign roles and responsibilities to the departmental Officers as well as develop detailed implementation guidelines along with timelines.

- **Animal HusbandryDepartment:**

Animal Husbandry Department will be nodal for implementation of all kinds of activities related to Animal Husbandry Schemes. Animal Husbandry Department will support in the selection and procurement of cattle breeds, cattle health, feed/fodder support, mapping of beneficiaries with Amul and any other relevant partner that may be onboarded later.

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The animal husbandry department shall work out detailed road map for implementing the scheme pertaining to dairy and small ruminant rearing and marketing and assign roles and responsibilities to the departmental Officers as well as develop detailed implementation guidelines along with timelines.

- **APDDCF:**

APDDCF will be nodal agency for all kinds of activities related to Milk, including milk procurement and processing, etc. They will be responsible for appropriate tie-up with AMUL or any other relevant agency in the interest of milk producers.

The APPDCF shall work out detailed road map for implementing the scheme and assign roles and responsibilities to the concerned officers as well as develop detailed implementation guidelines along with timelines.

Roadmap for Scheme Implementation under Retail Business Enterprise Domain to be implemented by SERP/MEPMA:

Week	Period	Task	Department
Week 1	14.08.2020 21.08.2020	Obtaining option form from the beneficiaries	SERP/MEPMA
Week 2	22.08.2020 29.08.2020	Data sorting and sharing with concerned departments &partners	SERP/MEPMA
Week 3	30.08.2020 06.09.2020	Mapping of beneficiaries with the partners	Partner Companies/ SERP&MEMPA
		Preparation of financial proposals/business plans	SERP/MEPM
		Approval of financial proposals/business plans	SERP/MEPM
Week 4 and 5	07.09.2020 21.09.2020	Arranging financial support to beneficiaries	SERP/MEPMA
Week 6 and 7	22.09.2020 06.10.2020	Completion of statutoryrequirements at beneficiarylevel	SC/ST/BC/Minority Corporations
		Commencement of business enterprises	Partner Companies/ SERP/MEPM

Other concerned Line Departments/Welfare Corporations are requested to workout detailed implementation guidelines along with timelines and take all necessary action for successful implementation of YSR CheyuthaProgramme in their sectors for the selected beneficiaries.

- **Monitoring**

For effective implementation of the scheme, the YSR Cheyutha Scheme Implementation Committees are constituted at State, District, Urban Local Body and Mandal levels in the State. The Committee shall meet frequently to review the implementation and progress of the scheme. The details of the committees constituted at various levels are provided below:

Cheyutha Committee		
S.No.	Designation	Role
STATE LEVEL		
1	Hon'ble Minister, Panchayat Raj & RuralDevelopment	Chairperson
2	Hon'ble Dy. CM- Minorities WelfareDepartment	Member
3	Hon'ble Dy. CM- Tribal WelfareDepartment	Member
4	Hon'ble Minister-MA&UD	Member
5	Hon'ble Minister-BC WelfareDepartment	Member
6	Hon'ble Minister-Social WelfareDepartment	Member
7	Hon'ble Minister-Agriculture &Co-operation	Member
8	Hon'ble Minister-Animal Husbandry &Fisheries	Member
9	Special Chief Secretaries/Principal Secretaries/Secretaries of ConcernedDepartments	Member
10	Chief Executive Officer,SERP	Member
11	Mission Director -MEPMA	Member
12	Managing Directors of SC,ST,BC, MinoritiesWelfare Corporations	Member
13	Convener, SLBC	Member
14	Partner CompanyRepresentatives	Member
District Level		
1	District Collector	Chairperson
2	Joint Collector-Aasara	Convener
3	Executive Directors of SC, ST, BC,Minority Corporations	Member
4	PD- DRDA	Member
5	PD- MEPMA	Member
6	JD-Agriculture	Member
7	JD-Animal Husbandry	Member
8	DD-Horticulture	Member
9	LDM	Member
10	RD- MA	Member
11	Partner CompanyRepresentatives	Member
Urban Local Body Level		
1	Municipal Commissioner	Chairperson
2	City Mission Manager-MEPMA	Member
3	Partner CompanyRepresentatives	Member

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MANDAL LEVEL		
1	M.P.D.O.	Chairperson
2	Horticulture Officer	Member
3	Veterinary Assistant Surgeon	Member
4	APM-SERP/DRDA	Member
5	Partner CompanyRepresentatives	Member

The details of the frequency for conduct of YSR Cheyutha Committee review meetings are provided below:

Level	Meeting Frequency
Review Meetings at StateLevel	Fortnightly
Review Meetings at District/UrbanLocal Body/Mandal Levels	Weekly

3. The stakeholder Departments/Welfare Corporations/SERP/MEPMA shall communicate the details of the implementation road map, roles & responsibilities of Departmental Officers along with implementation guidelines and timelines arrived to all the above mentioned committees, concerned Departments, District Collectors, other concerned Officers,Partner Companies, Banks and other concernedAgencies.

4. All the Officers concerned are requested to follow the above guidelines and see that the scheme is implemented in such a way that the women beneficiaries derive the intendedbenefits.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

GOPAL KRISHNA DWIVEDI
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Chief Executive officer, SERP, AP,Vijayawada.
The Mission Director, MEPMA, AP, Vijayawada.
All District Collectors in the State.
All the Departments in the Secretariat.
The Managing Director, AP Backward Classes Co-operative Finance Corporation.
The Managing Director, AP SC Co-operative Finance Corporation Ltd., Vijayawada.
The Managing Director, AP Scheduled Tribes Co-operative Fin. Corpn. Ltd., Vijayawada.
The Managing Director, AP State Minority Finance Corporation Ltd., Vijayawada.
Copy to : The PS to Minister(PR & RD, Mines & Geology).
: The PS to Minister, Social Welfare Department.
: The PS to Minister, BC Welfare Department.
: The PS to Minister, Tribal Welfare Department.
: The PS to Minister, Minority Welfare Department.
: The PS to Chief Secretary to Government.
: The OSD to Secretary to CM
: The PS to Secretary, Social WelfareDepartment.
: The PS to Special Chief Secretary, BC WelfareDepartment.
: The PS to Secretary, Tribal WelfareDepartment.
: The PS to Principal Secretary, Minority Welfare Department.
: The PS to Principal Secretary to PR & RD.
: The Finance (FMU.PR & RD, RWS) Department.
: The PAO, AP, Vijayawada.
: The Accountant General, A.P. Vijayawada.

//FORWARDED::BY::ORDER//

SECTION OFFICER